

1999-2000  
ANNUAL REPORT





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# Letter from the Governor

Greetings,

It is with great pride that I present the 1999-2000 Wisconsin Main Street Annual Report.

The Wisconsin Main Street Program has been helping revitalize downtowns throughout the state since 1988. Since its inception, the Main Street participants have collectively created 9,479 new jobs, attracted 1,775 new businesses, and generated more than \$353,202,966 in public and private investment. These accomplishments exhibit the vital role that downtowns are playing in the state's economy and quality of life. From July 1, 1999 through June 30, 2000 the state staff provided technical assistance to 30 Main Street communities.

The purpose of this report is to illustrate the accomplishments of the Wisconsin Main Street program over the past year. I congratulate the participants on their commitment and dedication to their communities. They have helped establish a solid foundation to ensure success in Wisconsin's downtowns.

Sincerely,



TOMMY G. THOMPSON  
Governor



## Main Street Communitites

The name of each community is followed by the year in which it was selected.



1. ALGOMA, 2000
2. ANTIGO, 1989
3. BELIOT, 1988
4. BLACK RIVER FALLS, 1997
5. BLANCHARDVILLE, 1997
6. CHIPPEWA FALLS, 1989
7. COLUMBUS, 1992
8. CRANDON, 2000
9. DARLINGTON, 1996
10. DE PERE, 1990
11. DODGEVILLE, 1991
12. EAGLE RIVER, 1999
13. GREEN BAY, 1995
14. MARSHFIELD, 1990
15. MINERAL POINT, 1993
16. OSCEOLA, 1997
17. PEWAUKEE, 1996
18. PLATTEVILLE, 1999
19. RICE LAKE, 1991
20. RICHLAND CENTER, 1992
21. RIPON, 1988
22. SHARON, 1994
23. SHEBOYGAN FALLS, 1988
24. STURGEAN BAY, 1994
25. TIGERTON, 1993
26. TWO RIVERS, 1996
27. VIROQUA, 1989
28. WATERTOWN, 2000
29. WAUPACA, 1996
30. WEST BEND, 1999

# *What is Main Street?*

Main Street is a comprehensive revitalization program that promotes the historic and economic redevelopment of traditional business districts in Wisconsin.

The Wisconsin Main Street Program was established in 1987 to encourage and support the revitalization of downtowns in Wisconsin. Each year, the Department of Commerce selects communities to join the program. These communities receive technical support and training needed to restore their Main Streets to centers of community activity and commerce.

The results in Wisconsin have been impressive. Wisconsin Main Street Programs have generated new businesses and new jobs for their respective downtowns. Facade improvements and building rehabilitation projects have upgraded the image of Main Street, while, promotional activities have encouraged community cohesion.

## *Reinvestment*



*1988-2000*

<b>Public Improvements .....</b>	<b>679</b>
<b>Public Investments .....</b>	<b>\$96,128,265</b>
<b>Building Rehabilitations .....</b>	<b>2,297</b>
<b>Private Investment in Building Restorations .....</b>	<b>\$111,058,204</b>
<b>New Businesses .....</b>	<b>1,775</b>
<b>Business Relocations and Expansions .....</b>	<b>840</b>
<b>New Jobs .....</b>	<b>9,479</b>
<b>New Buildings .....</b>	<b>109</b>
<b>Private Investment in New Buildings .....</b>	<b>\$76,889,939</b>
<b>Buildings Sold .....</b>	<b>648</b>
<b>Private Investment in Buildings Sold .....</b>	<b>\$69,126,558</b>
<b>New Downtown Housing Units .....</b>	<b>329</b>
<b>Total Private Investment .....</b>	<b>\$257,074,701</b>
<b>Total Public and Private Investment .....</b>	<b>\$353,202,966</b>



# *The Four Point Approach*

In 1980, the National Trust for Historic Preservation established the National Main Street Center (NMSC) to assist nationwide downtown revitalization efforts. The Wisconsin Main Street Program is based on the Trust's philosophy, which advocates restoration of the historic character of downtown while pursuing traditional development strategies such as marketing, business recruitment and retention, real estate development, market analysis, and public improvements.

There are no quick fixes for declining downtowns. Success is realized through the comprehensive and incremental approach of the Main Street Program. The four elements that combine to create this well-balanced program are as follows:

## *1. Design*

This element works on enhancing the attractiveness of the business district. Historic building rehabilitations, street and alley clean-ups, colorful banners, landscaping, and lighting all improve the physical beauty of the downtown as a quality place to shop, work, walk, invest in, and live.

## *2. Organization*

It is very important to build a Main Street framework that is well represented by civic groups, merchants, bankers, citizens, public officials, and chambers of commerce. Everyone must work together to renew downtown. A strong organization provides the stability to build and maintain a long-term effort.

## *3. Economic Restructuring*

Analyzing current market forces to develop long-term solutions is the focus of this element. Recruiting new businesses, creatively converting vacant space to new uses, and improving the competitiveness of Main Street's traditional merchants are examples of economic restructuring activities.

## *4. Promotion*

Promotions create excitement downtown. Street festivals, parades, retail events, and image development campaigns are some of the ways Main Street encourages consumer traffic in the downtown. Promotion involves marketing an enticing image to shoppers, investors, and visitors.

## *Eight Principles*

The success rate of the four-point approach is enhanced greatly when combined with the NMSC's eight principles.

**1. Comprehensive Four Point Approach**

**2. Incremental Process**

**3. Quality**

**4. Public and Private Partnership**

**5. Changing Attitudes**

**6. Focus on Existing Assets**

**7. Self-Help Program**

**8. Action Oriented**

## *The Selection Process*

Communities are selected for participation in the Wisconsin Main Street Program after completing a rigorous review process. The following areas are reviewed during the selection process:

### *1. Need—*

The need for the Main Street program in the municipality and its expected impact on the municipality.

### *2. Organizational Capability—*

The capability of the applicant to successfully implement the Main Street program.

### *3. Public Sector Commitment—*

The level of public sector interest in and commitment to a local Main Street program.

### *4. Private Sector Commitment—*

The level of private sector interest in and commitment to a local Main Street program.

### *5. Financial Capacity—*

The financial capability to employ a full-time manager (or a half-time manager if the population of the community is 3,500 or less), fund a local Main Street program, and support area business projects. A variety of funding sources should be used. A minimum budget of \$45,000 annually (including in-kind donations) is expected for communities hiring a full-time manager, while a minimum budget of \$30,000 annually is expected for communities hiring a part-time manager.

### *6. Physical Capacity—*

The cohesiveness, distinctiveness, character, and variety of business activity in the proposed commercial area.

### *7. Historical Identity—*

The historic significance of the proposed business area and the interest in, as well as commitment to, historic preservation.

In the event that the Department of Commerce must choose between two highly-rated municipalities, it will base the selection on the following criteria.

### *8. Geographical Variety—*

The contribution to the geographic distribution of the program made by the municipality.

### *9. Population Diversity—*

The contribution to the variety of community size in the program made by the municipality.

## *Services Available*

Communities selected to participate in the Wisconsin Main Street Program receive five years of free technical assistance, including:

1. Onsite volunteer training programs;
2. Manager orientation and training sessions;
3. Advanced training on specific downtown issues, such as marketing, business recruitment, volunteer development, and historic preservation;
4. Onsite visits to help each community develop its strengths and plan for success;
5. Onsite design assistance;
6. Onsite business consultation to business owners and managers; and
7. Materials such as manuals and slide programs.

# *Bureau of Downtown Development Services*

The Bureau of Downtown Development administers the state's Main Street Program and provides outreach to Wisconsin communities that are interested in revitalizing their downtowns. The following is a list of services provided by the bureau:

## *The Governor's Conference on Downtown Revitalization*

Co-sponsored by the Wisconsin Main Street Program and the Wisconsin Downtown Action Council, this conference features keynote speakers; exhibits from local community programs; downtown product suppliers; tours; an awards banquet; and training sessions.

## *Telephone Assistance*

Bureau staff will provide requested information over the phone. Assistance by phone or mail is also available from the local Main Street offices.

## *Newsletter*

This quarterly publication includes case studies on local downtown projects; descriptions of upcoming workshops; an updated list of all local Main Street Program Managers; and other useful information. An individual or organization may be placed on the mailing list by calling or writing the Main Street office.

## *Annual Report*

The Main Street Program publishes an annual report that covers the progress of each Main Street community and provides information about the state program. The report is especially helpful to communities seeking case study information.

## *The Design Assistance Program*

This free service is offered to property owners and merchants in local Main Street districts. The Wisconsin Main Street architect addresses design issues of historic commercial buildings. Requests are handled on a building-by-building basis due to the individuality of each project. This allows assistance to be tailored to the specific needs of each property owner and merchant. Services include color renderings; on-site consultations; telephone consultations; building sign design;

paint and color scheme suggestions; tax credit information; and information on complying with the Americans with Disabilities Act.

## *Main Street Application Workshops*

These sessions are mandatory for communities interested in applying for the Main Street Program. Communities that wish to set up an independent downtown revitalization program may also participate in these sessions.

## *Wisconsin Main Street Library*

This resource offers over 300 books, manuals, workbooks, slide programs, and videos on various downtown topics. Any Wisconsin resident may check out an item for a three-week period.

## *Wisconsin Main Street Project Directory*

This is a contact list covering approximately 100 different types of projects ranging from consumer surveys to volunteer recognition programs to facade improvement grants. The directory provides names, addresses, and phone numbers of experienced local people to contact with questions about a particular initiative.

## *Field Trips*

Interested community representatives may take field trips to Main Street communities to learn firsthand about their progress and methodology. Call the Department of Commerce at (608) 267-0766 for a referral.

## *The Wisconsin Main Street Speakers Bureau*

Local managers are available to speak on a variety of downtown revitalization topics such as fundraising, business recruitment, retail events, or promotional campaigns.



*Osceola, located in Polk County, has a population of 2,075.*



*Osceola Main Street covers a 10-block area.*



*Cascade Falls is located in the heart of downtown Osceola.*



# Wisconsin

## Organization

### Osceola

In 1999, Osceola Main Street secured four grants totaling \$841,500. It received a \$485,000 Intermodal Surface Transportation Efficiency Act (ISTEA) Grant to develop a former railroad bed into a bicycle trail from the Osceola Depot to St. Croix Falls Gandy Dancer Trail; and a \$300,000 ISTEA grant to purchase the 19 1/2-acre Osceola Bluff, which overlooks the St. Croix River. This area was home to a ginseng trail used by the Ojibway Indians.

Osceola Main Street also received \$40,000 for a "Rivers, Rails and Trails" heritage tourism project to highlight the diverse history of the St. Croix River Valley; and a \$16,500 Joint Effort Marketing (JEM) Grant to promote a new event entitled "Autumn Heritage Sampler," a partnership between Osceola and New Richmond. Event activities include a poker run with antique cars, stagecoach rides, pressing apple cider, train rides, and blacksmith demonstrations

### Antigo

The Antigo Main Street Program has developed an innovative partnership with the Langlade County Health Care Center's Adult Developmental Disabilities Program. From May through October, 10 workers with disabilities put in an hour or two on Mondays, Wednesdays, and Fridays depending on the work to be done. Duties include picking up garbage and debris from sidewalks and parking lots, as well as maintaining the planters on Fifth Avenue. The community receives a much-needed service and a positive self-image, while the workers feel a sense of pride and accomplishment.

# *Main Street Communities*

The Wisconsin Main Street Communities undertook many successful projects throughout the year. We have selected a representative sample to illustrate each point of the four-point approach.

## **Marshfield**

Main Street Marshfield is fortunate to have the year-round involvement of many of its "Teen Team." The team puts up/takes down cornstalks and scarecrows; distributes posters and table tents for events; bags mints for Customer Appreciation Week; holds youth feedback sessions for the market analysis; and builds floats and wears costumes for the Holiday Parade. The teens bring a lot of energy to the program.

## **Tigerton**

When an overhead steel bridge was removed from Highway 45 in 1999, the community's promotion committee suggested that the steel from the former bridge be used to make a commemorative Christmas tree ornament of the bridge. A sample ornament was fashioned using photographs of the former landmark. The project was well received, with more than 165 ornaments sold. Due to the success of this project, the committee plans to commission additional landmark ornaments in the future.

## **Green Bay**

On Broadway, Inc. (OBI) worked with area ethnic organizations and individuals to create International Fest—Broadway Celebrates Traditions in August 1999. Traditionally, the Broadway district has been a settling place

for new immigrants. OBI wanted to celebrate its rich ethnic diversity. Ethnic groups represented at International Fest included African American, German, Hispanic, Irish, Italian, Native American, Norwegian, and Southeast Asian. The groups provided food, art, and entertainment. Due to the size of the event, OBI had to go outside their normal pool of volunteers. Not only did it bring in additional planning volunteers, but also day-of-the-event volunteers. Ruth Olson, local folk arts coordinator from the Wisconsin Arts Board, was asked to join the planning committee as were members of ethnic organizations from the Green Bay area. This first-year event drew more than 10,000 people over a two-day period.

## **Darlington**

National Night Out has turned into a week of hometown events, known as Darlington Community Days, held August 1-5, thanks to the coordination efforts of the Main Street Organization Committee. This family event includes neighborhood block parties; a law enforcement officer/civic volunteers softball game; a model railroad show; and a downtown window decorating contest.



*Columbus—  
This original drawing was incorporated  
into promotional posters and numbered  
prints used to promote the inaugural  
Columbus Carriage Classic.*

## *Promotion*

### **Columbus**

Columbus held its inaugural Carriage Classic in the summer of 1999 in Fireman's Park. This equestrian event featured competitions in 28 classes including pleasure driving, reinsmanship, obstacle course, best antique vehicle, and best new vehicle. Judging was based on performance, manners of the horse(s), condition and fit of the harness and vehicle, and neatness of attire. Participants came from all over the country dressed in their turn-of-the-century best for the event. There were approximately 40 entries, which translated into more than 130 competitions. Admission to the event was free. Spectators donating \$5 became "Friends of the Carriage Classic" and received a show program, a "Friend" identifying ribbon, educational materials, and the opportunity to vote on the "People's Choice" award. Friends of the Carriage Classic also had access to an exhibit of restored and original antique carriages.

The event filled all local hotels, and restaurants and downtown merchants reported high sales. The local newspaper sponsored a Carriage Classic window decorating contest in the downtown to help advertise the event. The Columbus Downtown Development Corporation (CDDC) underwrote the event. It was so successful that plans are being made to expand it next year.

### **Richland Center**

Richland County Heritage Days Celebration, held annually in June, celebrates the anniversary of Frank Lloyd Wright's birth, in Richland Center. Activities included a farmers market; a bike-a-thon; an arts and crafts fair; Frank Lloyd Wright Warehouse tours; birthday cake cutting; and a wine and cheese tasting party at the warehouse.

Columbus—

*The carriage era lasted from the late 17th century until the automobile essentially replaced the carriage in the beginning of the 20th century.*



### Rice Lake

In 2000, the community inaugurated a Classic Car Show-Off and Poker Run to kick off Aquafest. The purpose was to combine a fun activity with the opportunity for classic car owners to show off their cars. The event, held in June, featured 48 classic cars on display in the Chamber of Commerce parking lot. The Poker Run and door prizes were made possible by Rainbow Home Center, NAPA, General Telephone Company, Bumper to Bumper, and Dairyland Auto. Plans are already underway for next year's event and include adding a "cruise."

### Sturgeon Bay

The 2000 Sturgeon Bay Community Development Corporation Guidebook is intended for tourists and visitors to Sturgeon Bay. This annually updated guidebook lists all Sturgeon Bay Community Development Corporation pledge partners by business type. In addition to member listings, the guidebook also includes area information on entertainment, recreation, a calendar of events, and a historic walking tour. Pledge partners once again funded printing costs, which were \$35,588 this year. A total of 100,000 guidebooks were distributed through phone/mail requests, State of Wisconsin Welcome Centers, chambers of commerce, the Sturgeon Bay Information Center, and pledge member businesses.

### West Bend

The Downtown West Bend Association's Farmer's Market is open for business every Saturday, June through October. The market hosts more than 50 vendors who offer a wide variety of items including fresh fruits and vegetables, herbs, soaps, plants, cheese, honey, wool, and breads. Live entertainment is on hand each week for market goers in Old Settlers' Park. New to this year's market was an Alcohol and Drug Awareness Program and the Women's Festival of Arts. Several downtown merchants take their offerings to the street by setting up tables and chairs on the sidewalk so visitors can enjoy fresh coffee, scones, and granola. Attendance has grown over the years and averages between 600-1,000 people every week.

### Viroqua

The Viroqua Partners Image Marketing Committee sponsored the official ribbon cutting of Viroqua's Hwy 14/61, Main Street construction project. The T.G.I.F. (Thank Goodness It's Finished) Party was held on November 6, 1999. The new downtown lamp-posts and stage were decorated with corn shocks tied with plastic yellow and black "Construction Zone" ribbon as well as toy bulldozers, hardhats, and orange construction vests. The 132nd Wisconsin Army Band performed after speeches by local dignitaries. The evening concluded with a free chili supper sponsored by the Image Marketing Committee. More than 200 people attended.

Columbus—

*A pleasure drive shows off the well-turned out horse, vehicle, and occupants while demonstrating the owner's skill at the reins and whip.*





*Chippewa Falls—  
Eric Pulver, owner  
of Eric's Diamonds  
& Fine Jewelry,  
began renovations  
in May 1999.*

## Design

*Chippewa Falls—  
After rehabilitation, Eric's Diamonds & Fine  
Jewelry won the Best Facade Rehabilitation  
Over \$5,000 and the Best Interior Renovation  
awards at the 1999 Main Street Awards.*



### Chippewa Falls

The First National Bank Building, constructed in 1873, had been vacant off and on for four years. Eric Pulver, owner of Eric's Diamonds & Fine Jewelry, purchased the building and renovated it in fall 1999. Interior work included removal and repair of deteriorated lathe and plaster; removal of the suspended ceiling, concrete blocks, window covers, and metal doors; installation of new sheet rock, flooring, windows, light fixtures, and signs; and repair of the transom windows. Exterior work involved removal of paint from the sandstone facade, tuck pointing, and roof repair. Pulver used historic tax credits and a Main Street Reinvestment Loan toward the cost of the project. Total cost of the project was more than \$100,000.

### Dodgeville

MH Telecom, a subsidiary of Mount Horeb Telephone Company, opened its new Dodgeville facility in November 2000. Planning for the two-story structure, included the Dodgeville Area Chamber of Commerce and Main Street, the Dodgeville Historic Preservation Commission, the State Historic Society, and the Wisconsin Main Street Program. The building was carefully designed by Jewell & Associates to harmonize with the historic streetscape. It is the first new construction in the designated historic district. MH Telecom staff will use the building's computer training lab to provide classes for the community.

### Eagle River

The corner of Wall and Railroad Streets has been a significant one since the 1800s. The one-story clothing store located there was lost to a fire in 1999. Leon Agami, current owner, decided to rebuild. Agami worked with the Eagle River Revitalization Program and the Wisconsin Main Street Program to design a building suitable for the historic downtown. Waldmann Construction, Inc. from St. Germain, completed the construction in July 2000. The new swim and sport apparel shop was a \$350,000 project.



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## **Mineral Point**

The present building, built in 1940, was a filling station during the 1950s and later housed Badger Welding Supply. Harriet Story, the present owner, bought the vacant building in 1995. Improvements included a new showcase window, a new door and transom, the addition of a cornice with brackets and casing around the window and doors, and the installation of a flush mounted sign. These changes tripled the window display area and helped the building blend in better with others on the block. The front portion is currently used as a retail area/gallery for the owner's pottery and art. Total cost of the project was just under \$5,000.

## **Platteville**

One of the first major design projects for the Platteville Main Street Program was a facade renovation at 20 East Main Street. This is the only frame structure standing in the downtown historic district. William Elgar, an English immigrant, constructed the building in 1866 as a mercantile. Since that time, it has housed several grocery and retail stores. Its current owner, Nancy Kies, asked the Wisconsin Main Street Design Coordinator for a working drawing from historic pictures. The renovation revealed much of the original structure, including clapboard siding, window framing, fascia, and crown molding. Kies was able to take advantage of a low-interest loan program through First National Bank of Platteville, which offers loans for facade renovations at two points below prime rate.

## **Sharon**

Four years ago, the Village of Sharon sold its former community center because it was inaccessible to handicapped and elderly people. The old firehouse, built in 1905, was one possible replacement. The Wisconsin Main Street Design Coordinator suggested ways to rehabilitate the historic building and retain it. Sharon Main Street volunteers provided most of the labor, and raised funds for the rehabilitation with promotions and the sale of salvaged building materials. The redevelopment resulted in a 1,150-square foot building that will be used as a community center, a village meeting room, and a municipal courtroom. Total cost was \$143,000.

## **Sheboygan Falls**

In 1987, Falls Firehouse Pizza opened for business in a building it had renovated--the William Servis Carriage Factory, which was built in 1854. After the business outgrew its current location, it expanded into an adjacent vacant building next door, which was constructed in 1856. After the 10-month project was completed, the restaurant re-opened in November 1999. Dorothy Schueffner, owner, and her family completed much of the rough carpentry themselves in order to keep costs down. They obtained funding from a local bank and a facade grant from Sheboygan Falls Main Street. Total cost of the project was \$200,000.

## **Two Rivers**

Kim and Roy Richmond restored the front facade of their 1907 building known as the Stephany Block. They removed the metal mansard, replaced the lower facade windows, and reconstructed the window casings according to historical guidelines. Roy rebuilt the door with the help of old photos. On the upper floor, he removed the aluminum windows and built the window casings on the upper floor. The upper railing was cleaned and painted. The asphalt above the second-story window was replaced with copper sheeting and new fabric was put on the awning. Total cost of the project was \$20,850.

## **Waupaca**

When Paul and Paulette Mayou, owners of the Dairy Queen restaurant, decided to erect a new building, they ran into challenges concerning the design. Corporate Dairy Queen dictated a style of building that would have been inappropriate for the neighborhood and the downtown district. The Mayous worked with the Main Street Waupaca program, the City of Waupaca, and Terrence W. Martin, architect, to convince the corporation that a more suitable design was warranted. The city building inspector/assessor and Main Street Waupaca office supported the issue by writing letters to influence corporate policy. As a result, Dairy Queen approved the construction of an attractive masonry building. Total cost of the project was approximately \$600,000.

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*De Pere—  
The last mass  
was held  
in St. Boniface  
Catholic  
Church on  
March 28, 1999.*



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## *Economic Restructuring*

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### **De Pere**

This building served as the St. Boniface Church from 1884-1999. When the parish merged with a neighboring parish and decided to build a new church, it sold the building to St. Norbert College. The remodeling project included new thermopane windows; additional floor supports; electrical, data port, and lighting upgrades; new bathrooms; a patio; and awnings. The original nave light fixtures were cleaned and rehung. The choir loft and pipe organ were retained for future performances. The St. Norbert College Bookstore uses the majority of the space. The Seattle Grounds Coffee Shop now occupies the west side of the vestibule, while Discoveries International Gift Shop moved into the former sacristy. Total project cost was \$580,000.

### **Beloit**

In 1998, the City of Beloit acquired the Hotel Hilton, once a premiere downtown hotel, and delegated the responsibility of maintaining and marketing the property to the Downtown Beloit Association (DBA). A provision stated that if an acceptable development could not be attracted within two years, the city would be obligated to tear the building down. The DBA formed a development team representing diverse interests. Salvageable hotel items were sold at a public auction and raised \$10,000. Five developers submitted formal redevelopment proposals, and Wisconsin Management Company secured the project, redeveloping the upper floors into 12 market-rate apartments and the ground floor into commercial retail space. The team and the city used several incentive programs to attract the Beloit College Bookstore as the ground floor retail tenant.

### **Black River Falls**

The Black River Falls Downtown Association implemented a low-interest loan program in order to enhance the physical appearance and economic vitality of the downtown. The program, offered from four area lending institutions, are designated for improvements to commercial properties and business development and expansion within the Business Improvement District of Black River Falls. The maximum loan is \$50,000 at half of prime, adjusted annually. Applicants work with their chosen lender as well as a representative of the Downtown Association to develop a plan, which meets the approval of the Association's Design Committee. So far, approximately \$150,000 has been utilized.



*De Pere—  
The \$580,000  
remodeling  
project won the  
Best Downtown  
Adaptive  
Reuse Project  
award  
at the 1999 Main  
Street Awards.*

### **Blanchardville**

Blanchardville Community Pride, Inc. established a series of bi-monthly workshops designed to assist both existing business owners and entrepreneurs. Workshop topics to date have included How to Start a New Business, Small Business Management, Advertising, and Computer Skills for the Small Business Owner. Each workshop has attracted 20 participants. The program is funded by a grant from the W2 Southwest Consortium, an organization responsible for redistributing welfare funds back into the community through focused programming.

### **Pewaukee**

A key component to the economic restructuring arm of every Main Street organization is the development of a downtown market analysis. The Positively Pewaukee Economic Development Committee developed an extensive and thorough analysis. It reviewed previous studies, collected input through focus groups and surveys, analyzed data, and shared the information with downtown merchants. The final market analysis was discussed with a wide range of community leaders including the Village of Pewaukee, Waukesha County Economic Development Corporation, Pewaukee Chamber of Commerce, the Workforce Development Center, the technical college, and local developers. The discussions generated interest in downtown Pewaukee and resulted in approximately 10 new businesses locating downtown. Indications are that another 10 businesses will relocate during the next year.

### **Ripon**

Central School, a landmark in downtown Ripon since 1913, served as the community's high school, junior high, and most recently as Central Middle School. Jim Lahr, a developer from Hartford, purchased the building and converted it into a 36-unit apartment complex for senior citizens. The improvements included a new roof, plumbing, electrical and HVAC systems, and floor repairs. The redevelopment also included a 36,000-square foot addition on to the rear of the building. The redevelopment totaled more than \$1.3 million.

## *Urban Main Street Pilot Program*

This newly formed initiative by the Department of Commerce and the City of Milwaukee will provide technical assistance based on Main Street's Four Point Approach to the Fond Du Lac Avenue corridor in Milwaukee. Assistance will include workshops, assessments, and consultations to help community leaders organize and initiate projects. The Department of Commerce will coordinate the efforts, while the National Main Street Center will deliver the majority of the assistance.



*July 1, 1999 – June 30, 2000*

	Public Improvement	Public Investment	Building Rehabilitations	Private Investment in Building Rehabilitation	New Buildings	Private Investment in New Buildings
Antigo	1	\$1,500	2	\$2,130	0	\$0
Beloit	2	\$10,600	9	\$2,781,220	1	\$288,000
Black River Falls	0	\$0	2	\$25,250	0	\$0
Blanchardville	4	\$5,900	2	\$12,500	1	\$50,000
Chippewa Falls	0	\$0	7	\$333,000	1	\$142,000
Columbus	2	\$85,500	3	\$3,520	0	\$0
Darlington	4	\$1,300	6	\$490,345	0	\$0
De Pere	2	\$3,314,781	25	\$1,225,738	6	\$14,277,839
Dodgeville	6	\$210,500	22	\$319,700	1	\$11,200
Eagle River	0	\$0	2	\$54,000	1	\$450,000
Green Bay	4	\$8,640	14	\$2,067,463	1	\$2,300,000
Marshfield	6	\$181,300	7	\$136,000	0	\$0
Mineral Point	0	\$0	21	\$915,900	1	\$30,000
Osceola	1	\$700,000	9	\$3,025,100	2	\$330,000
Pewaukee	4	\$1,385,500	10	\$71,400	0	\$0
Platteville	3	\$520,625	30	\$203,240	0	\$0
Rice Lake	4	\$168,000	8	\$514,224	2	\$1,686,400
Richland Center	2	\$9,700	2	\$10,800	0	\$0
Ripon	0	\$0	11	\$235,883	0	\$0
River Falls	0	\$0	8	\$146,300	1	\$550,000
Sharon	1	\$2,082	1	\$143,171	0	\$0
Sheboygan Falls	2	\$157,942	4	\$312,400	1	\$10,000
Sturgeon Bay	5	\$1,890,342	1	\$60,000	2	\$5,000,000
Tigerton	10	\$8,730	1	\$210	4	\$340,000
Two Rivers	0	\$0	7	\$267,430	0	\$0
Viroqua	3	\$5,326,262	6	\$1,954,500	0	\$0
Waupaca	4	\$2,550	25	\$661,103	1	\$600,000
West Bend	9	\$37,019	12	\$349,140	0	\$0
Totals	89	\$14,028,773	257	\$16,321,667	26	\$26,065,439

Buildings Sold	Private Investment in Buildings Sold	Housing Units	New Businesses	Relocation/ Expansions	New Jobs	Total Private Investment	Total Public & Private Investment
0	\$0	0	8	1	26	\$2,130	\$3,630
4	\$1,368,001	0	10	3	65	\$4,437,221	\$4,447,821
2	\$103,000	0	1	0	1	\$128,250	\$128,250
1	\$280,000	0	3	2	6	\$342,500	\$348,400
5	\$492,000	0	10	6	32	\$967,000	\$967,000
5	\$501,000	4	2	0	3	\$504,520	\$590,020
5	\$162,000	0	2	1	5	\$652,345	\$653,645
5	\$720,000	1	19	7	296	\$16,223,577	\$19,538,358
3	\$247,500	0	3	3	6	\$578,400	\$788,900
2	\$285,000	0	5	0	18	\$789,000	\$789,000
3	\$386,000	0	14	7	147	\$4,753,463	\$4,762,103
6	\$659,000	0	8	5	30	\$795,000	\$976,300
14	\$1,722,900	13	11	1	24	\$2,668,800	\$2,668,800
2	\$107,500	0	3	2	12	\$3,462,600	\$4,162,600
0	\$0	0	3	1	5	\$71,400	\$1,456,900
1	\$245,000	3	3	2	6	\$448,240	\$968,865
3	\$184,000	0	6	1	29	\$2,384,624	\$2,552,624
0	\$0	0	5	1	32	\$10,800	\$20,500
6	\$801,000	0	5	4	22	\$1,036,883	\$1,036,883
1	\$95,000	8	4	1	10	\$791,300	\$791,300
0	\$0	0	2	0	8	\$143,171	\$145,253
1	\$100,000	0	1	1	3	\$422,400	\$580,342
1	\$295,000	0	5	2	59	\$5,355,000	\$7,245,342
1	\$50,000	0	3	1	6	\$390,210	\$398,940
4	\$745,000	1	2	1	4	\$1,012,430	\$1,012,430
0	\$0	1	6	1	15	\$1,954,500	\$7,280,762
8	\$781,500	2	9	8	52	\$2,042,603	\$2,045,153
4	\$458,500	0	3	2	10	\$807,640	\$844,659
87	\$10,788,901	33	156	64	930	\$53,176,007	\$67,204,780



# 1999



*Awarded May 5, 2000  
Marshfield, Wisconsin*

***Best Public-Private Partnership  
in Downtown Revitalization***

Winner: Main Street Marshfield Economic  
Restructuring Committee  
and UW-Marshfield

***Best Creative Fund Raising Effort***

Winner: Ripon Main Street, Inc.

***Best Downtown Retail Event***

Winner: Carol Knauf, Main Street Marshfield

***Best Downtown Business Retention/  
Recruitment Program***

Winner: Hotel Hilton  
Co-Development Team, Beloit  
Honorable Mention:  
Positively Pewaukee Economic  
Development Committee, Pewaukee  
Honorable Mention:  
On Broadway, Inc., Green Bay  
Honorable Mention: Antigo Main Street  
and Northcentral Technical College, Antigo

***Best Adaptive Reuse Project***

Winner: St. Norbert College, De Pere  
Honorable Mention:  
Central Park Apartments, Ripon  
Honorable Mention:  
Sharon Fire House, Sharon

***Best Volunteer Development***

Winner: Main Street Marshfield  
Annual Meeting Committee

***Best Interior Renovation Project***

Winner: Eric's Diamonds & Fine Jewelry,  
Chippewa Falls  
Honorable Mention:  
The Hanson Building, Viroqua  
Honorable Mention:  
Dr. Arthur Elman, Waupaca

***Best New Building Project***

Winner: Landmark Real Estate  
and Development, De Pere

***Best Historic Preservation Project***

Winner: Waupaca Historic  
Preservation Commission

***Best Historic Rehabilitation Project***

Winner: John Hopfensperger and the  
Green Bay Chamber of Commerce

***Best Facade Rehabilitation Under \$5,000***

Winner: Harriet Story, Mineral Point  
Honorable Mention:  
Diedrich Jewelers, Ripon

***Best Facade Rehabilitation Over \$5,000***

Winner: Eric's Diamonds & Fine  
Jewelry, Chippewa Falls  
Honorable Mention: Richmond Gifts  
& Engraving, Two Rivers

***Best Downtown Public Improvement Project***

Winner: The City of Green Bay and  
On Broadway, Inc., Green Bay

***Best Printed Promotional Item***

Winner: Mineral Point  
Chamber/Main Street and the Mineral  
Point Historical Society  
Honorable Mention: Direct marketing  
Concepts and the Positively  
Pewaukee Organization  
Honorable Mention: Sturgeon Bay  
Community Development Corporation

***Best Downtown Special Event***

Winner: On Broadway, Inc.  
Promotion Committee  
Honorable Mention: Osceola Main Street

***Community Spirit Award***

Winner: Tigerton Main Street Program

## *1999 Volunteer of the Year Awards*

Kay Sollitto, Antigo  
Sue Drevdahl, Beloit  
Carol Grassman, Black River Falls  
Carolyn Nelson, Blanchardville  
Carol Gienapp, Chippewa Falls  
Todd Frey, Columbus  
Patrick Whalen, Darlington  
Woman's Club of De Pere, De Pere  
Christy Nadler, Dodgeville  
Mary Kay Horant, Eagle River  
Collette LaRue, Green Bay  
Carol Keel, Marshfield  
Kristin Mitchell, Mineral Point  
Verna Kragnes and Rick Hall, Osceola  
Donna Baldwin-Haut, Pewaukee  
Mark Ihm, Platteville  
Shirley Berghold, Rice Lake  
Bob Sheire, Richland Center  
Bob Fehring, Ripon  
Dave Sorensen, Sharon  
Jane Klettke, Sheboygan Falls\*  
Dianne and Terry Wagner, Sturgeon Bay  
Lee and Linda Kreklow, Tigerton  
Barbara Zipperer, Two Rivers  
Vernie Smith, Viroqua  
Butch Siegel, Waupaca  
Robin Hennum, West Bend

\*Honorary Captain

## *1999 Honorary Board of Directors*

Gary Smits, Antigo  
Tom Hankins, Beloit  
Merrill Pederson, Black River Falls  
Martha (Marty) Chandler, Blanchardville  
John Struthers, Chippewa Falls  
Lee Columbus, Columbus\*  
Bill Whitford, Darlington  
Rob Reis, De Pere  
Carla Lind, Dodgeville  
Mary Jo Berner, Eagle River  
Jim Schlueter, Green Bay  
Terry Frankland, Marshfield  
Johanna Byrne, Mineral Point  
Tom Schweibert, Osceola  
Jeff Nowak, Pewaukee  
Nancy Kies, Platteville  
Steve Tangwall, Rice Lake  
Minda Barber, Richland Center  
Barb Miller, Ripon  
Frances Williams, Sharon  
John Blattner, Sheboygan Falls  
Jeff Miller, Sturgeon Bay  
Ken Sambs, Tigerton  
Tim Schroeder, Two Rivers  
Duane Hoff, Viroqua  
Shelly Christie, Waupaca  
Joy Egan, West Bend

\*Honorary Captain

## *Main Street Directory*

**Community Improvement of Algoma**  
308 Steele Street  
Algoma, WI 54201  
(920) 487-5498

**Antigo Main Street, Inc.**  
610 Clermont Street  
PO Box 165  
Antigo, WI 54409  
(715) 623-3595

**Downtown Beloit Association**  
136 W. Grand, #100  
PO Box 291  
Beloit, WI 53511  
(608) 365-0150

**Black River Falls Downtown Association, Inc.**  
221 Main Street  
PO Box 674  
Black River Falls, WI 54615  
(715) 284-2503

**Blanchardville Community Pride, Inc.**  
208 Mason Street  
PO Box 52  
Blanchardville, WI 53516  
(608) 523-2274

**Chippewa Falls Main Street, Inc.**  
10 S. Bridge Street, Suite 1  
PO Box 554  
Chippewa Falls, WI 54729  
(715) 723-6661

**Columbus Main Street**  
105 N. Dickason Blvd.  
PO Box 23  
Columbus, WI 53925  
(920) 623-5325

**Crandon Main Street**  
201 South Lake Avenue  
PO Box 536  
Crandon, WI 54520  
(715) 478-4242

**Darlington Main Street Program**  
324 Main Street  
PO Box 202  
Darlington, WI 53530  
(608) 776-3067

**De Pere Main Street**  
Associated Kellogg Bank  
206 N. Wisconsin  
PO Box 311  
De Pere, WI 54115-0311  
(920) 433-7767

**Dodgeville Area Chamber of Commerce & Main Street Partnership**  
178 1/2 N. Iowa  
Dodgeville, WI 53533  
(608) 935-9200

**Eagle River Revitalization Program**  
525 East Maple Street  
PO Box 2302  
Eagle River, WI 54521  
(715) 477-0645

**On Broadway, Inc.**  
117 S. Chestnut  
PO Box 2451  
Green Bay, WI 54306-2451  
(920) 437-2531

**Main Street Marshfield, Inc.**  
222 S. Central, #404  
PO Box 551  
Marshfield, WI 54449  
(715) 387-3299

**Mineral Point Chamber/Main Street, Inc.**  
225 High Street  
Mineral Point, WI 53565  
(608) 987-2580

**Osceola Main Street**  
114 Depot Road  
PO Box 251  
Osceola, WI 54020  
(715) 755-3300

**Positively Pewaukee**  
120 West Wisconsin Avenue  
Pewaukee, WI 53072  
(262) 695-9735

**Platteville Main Street Program, Inc.**  
55 South Bonson Street  
Platteville, WI 53818  
(608) 348-4505

**Rice Lake Main Street Association**  
138 1/2 N. Main Street, Suite 201  
PO Box 167  
Rice Lake, WI 54868  
(715) 234-5117

**Richland Center Chamber/  
Main Street Partnership**  
174 South Central Avenue  
PO Box 128  
Richland Center, WI 53581  
(608) 647-8418

**Ripon Main Street, Inc.**  
301 1/2 Watson Street  
PO Box 365  
Ripon, WI 54971  
(920) 748-7466

**Sharon Main Street Association**  
194 Baldwin Street  
PO Box 528  
Sharon, WI 53585  
(262) 736-6246

**Sheboygan Falls Chamber-Main Street**  
Brickner Square Mezzanine  
641 Monroe Street, Suite 108  
Sheboygan Falls, WI 53085-1337  
(920) 467-6206

**Sturgeon Bay Community Development Corp.**  
23 North 5th Avenue  
Sturgeon Bay, WI 54235  
(920) 743-6246

**Tigerton Main Street**  
235 Cedar Street  
PO Box 3  
Tigerton, WI 54486  
(715) 535-2110

**Two Rivers Main Street, Inc.**  
1609 Washington Street  
PO Box 417  
Two Rivers, WI 54241  
(920) 794-1482

**The Viroqua Chamber- A Main Street City**  
220 South Main Street  
Viroqua, WI 54665  
(608) 637-2575

**Watertown Main Street Program**  
215 E. Main Street  
Watertown, WI 53094  
(920) 261-5185

**Main Street Waupaca, Inc.**  
109 E. Badger Street  
PO Box 704  
Waupaca, WI 54981  
(715) 258-9009

**Downtown West Bend Association**  
141 North Main Street, Suite 201  
PO Box 283  
West Bend, WI 53095  
(262) 338-3909

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## *Council on Main Street*

Dean Amhaus, Madison  
Beverly Anderson, Darlington  
Charles Causier, Milwaukee  
Shawn Graff, Hartford  
A. William Huelsman, Waukesha  
Dennis Leong, Madison  
Peggy Lescrenier, Madison  
Terrence Martin, Waupaca  
Brian McCormick, Madison  
William Neureuther, Hubertus  
Fritz Ruf, Pewaukee  
John Spielmann, Hartford  
Kevin Tenpas, Green Bay  
Trudy Wallin, Viroqua  
Ed Wendland, Watertown

### **Department of Commerce**

Brenda J. Blanchard, Secretary  
Peggy Lescrenier, Administrator  
Division of Community Development

### **Bureau of Downtown Development Staff**

Jim Engle, Bureau Director and Main Street Coordinator  
Todd Barman, Assistant Coordinator  
Kevin Pomeroy, Design Coordinator  
J.D. Milburn, Small Business Specialist  
Don Barnum, Program Assistant  
Shari Cox, Marketing Specialist  
Melanie Harwood, Design Specialist

### **For More Information Contact:**

Wisconsin Department of Commerce  
Bureau of Downtown Development  
201 West Washington Avenue  
PO Box 7970  
Madison, WI 53707



PO Box 7970 | Madison WI, 53707

